

## (12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
23 October 2003 (23.10.2003)

PCT

(10) International Publication Number  
**WO 03/088680 A2**

(51) International Patent Classification<sup>7</sup>: **H04N 11/02**

(21) International Application Number: **PCT/GB03/01611**

(22) International Filing Date: **14 April 2003 (14.04.2003)**

(25) Filing Language: **English**

(26) Publication Language: **English**

(30) Priority Data:  
0208472.1 **12 April 2002 (12.04.2002) GB**

(71) Applicant (for all designated States except US): **SENDO INTERNATIONAL LIMITED [CN/CN]; 1601-3 Kin-wick Center, 32 Hollywood Road, Central, 068645 Hong Kong (CN).**

(72) Inventors; and

(75) Inventors/Applicants (for US only): **AUSTIN, Philip,**

**David [GB/GB]; Flat 4, 109 Sandford Road, Birmingham, West Midlands B13 9BU (GB). BOIREAU, Olivier [FR/GB]; 19 Oxford Drive, Birmingham, West Midlands B27 6SH (GB).**

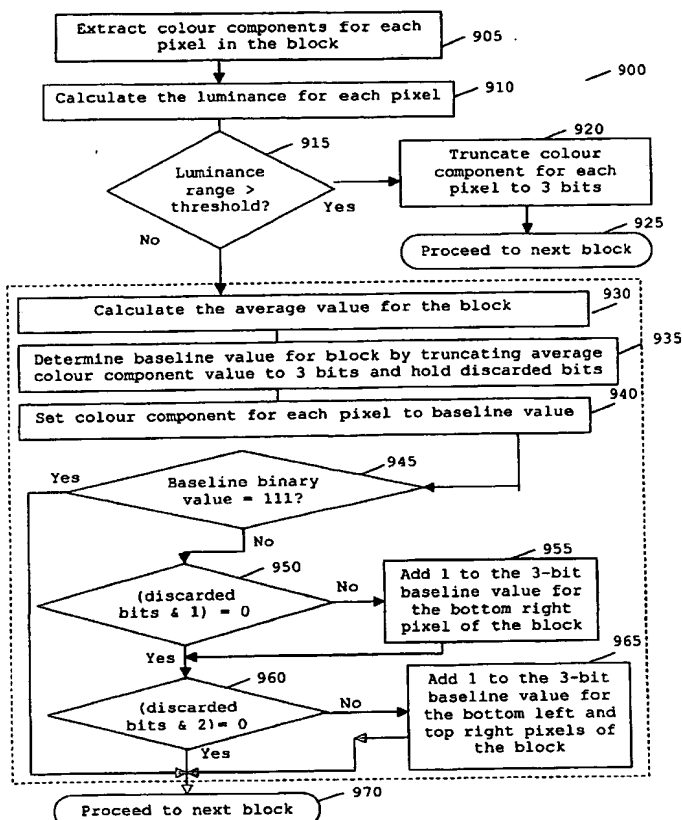
(74) Agent: **WRAY, Antony, John; Optimus, Grove House, Lutyens Close, Chineham Court, Basingstoke, Hampshire RG24 8AG (GB).**

(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZM, ZW.

(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),

[Continued on next page]

(54) Title: **IMAGE OR VIDEO PROCESSING**



(57) Abstract: A method (900) for processing image or video data for a display includes separating (905, 920) a stream of image or video data into a block of pixels. Each pixel within the block of pixels comprises a first sequence of pixel bit values for a colour component of the image or video and one or more bits to be discarded. The method comprises determining (950, 960) for the block of pixels, a binary value of the one or more bits to be discarded, and modifying (955, 965) the first sequence of pixel bit values as a block of pixels, in response to the determined binary value to form a reduced number of pixel bit values to represent the colour component of a pixel within the block of pixels. This provides the advantage in that colour information typically lost when discarding pixel bits is reused to improve the image quality.



European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

**Declarations under Rule 4.17:**

- *as to the identity of the inventor (Rule 4.17(i)) for all designations*
- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for the following designation US*

- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for the following designation US*

**Published:**

- *without international search report and to be republished upon receipt of that report*

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*